

# 12 BIG Ideas Transforming The World Of Retail Right Now

social@Ogilvy

**@rohitbhargava**

*Presented at Shop.org Merchandising Summit – July 2012*

# DC-RESTAURANTS.COM



A DIRECTORY OF RESTAURANTS ONLINE



VIRGINIA

DISTRICT OF  
COLUMBIA

MARYLAND

## BROWSE BY CUISINE

AFRICAN

AMERICAN

ASIAN

CHINESE

EUROPEAN

INDIAN

ITALIAN

LATIN AMERICAN

MEXICAN

MIDDLE EASTERN

SEAFOOD

VEGETARIAN

OTHER

### About DC-Restaurants.com . . .

Welcome to the most comprehensive Internet Restaurant Directory for the Washington DC area! DC-Restaurants.com has listings for every restaurant with a web site in the DC area, special discounts for [DC-Diners Circle Members](#), online reservations, and interactive driving maps!

**[Sign up for your free membership in DC-Diners Circle today!](#)**

### Finding a Restaurant . . .

To find a specific restaurant, simply click on a type of cuisine from the menu.

Find a restaurant in [Virginia](#), [Washington DC](#), and [Maryland](#)!

***DINE FOR FREE!*** [Interested? Here's how you can get a free lunch on us!](#)

### Internet Services for Restaurants . . .

DC-Restaurants.com offers the best package of Internet Services for restaurants to reach consumers via the Internet. [More information for Restaurant Owners.](#)

 DC-RESTAURANTS.COM

INTERNET SERVICES

CONTACT US

RECOMMEND/ADD



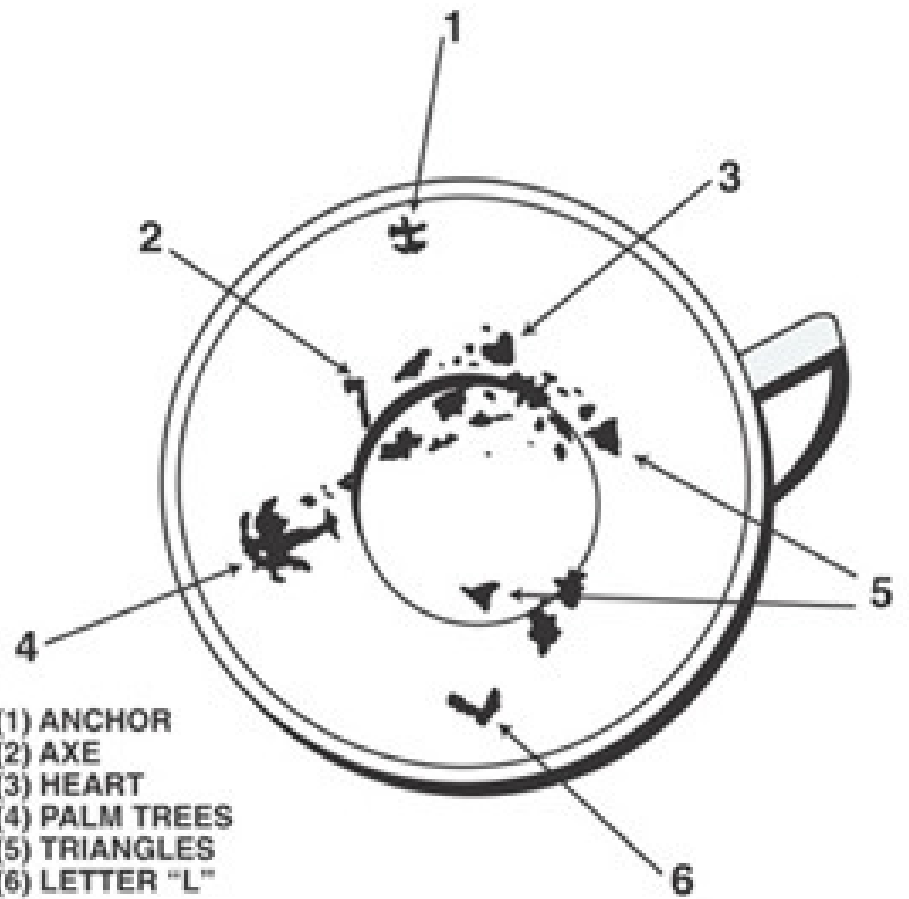
Steve Krug

**DON'T  
MAKE  
ME**

**THINK**



*A Common Sense Approach to Web Usability*  
FOREWORD BY ROGER BLACK





**WIKIPEDIA**  
The Free Encyclopedia

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[Contents](#)  
[Featured content](#)  
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## Social media optimization

From Wikipedia, the free encyclopedia

**Social media optimization** (abbreviated as **SMO**) refers to the use of a number of [social media](#) outlets and communities to generate publicity to increase the awareness of a product, brand or event. Types of social media involved include [RSS feeds](#), [social news and bookmarking sites](#), as well as [social networking sites](#), such as [Twitter](#), and [video](#) and [blogging](#) sites. SMO is similar to [search engine optimization](#) in that the goal is to generate traffic and awareness for a website. In general, social media optimization refers to optimizing a website and its content in terms of sharing across social media and networking sites.<sup>[1]</sup>

Search engines are increasingly utilizing the recommendations of users of social networks such as [Facebook](#), [Twitter](#), and [Google+](#) to rank pages in the [search engine result pages](#). The implication is that when a webpage is shared or "liked" by a user on a social network, it counts as a "vote" for that webpage's quality. Thus, search engines can use such votes accordingly to properly rank websites in [search engine results pages](#). Furthermore, it is more difficult to tip the scales or influence the search engines in this way, and consequently search engines are putting more stock into social search.<sup>[2]</sup>

While social media optimization is related to [search engine marketing](#), it differs in several ways. Primarily, SMO focuses on driving traffic from sources other than search engines, though improved search ranking is also a benefit of successful social media optimization.

Social media optimization is in many ways connected to the technique of [viral marketing](#) where word of mouth is created not through friends or family but through the use of networking in [social bookmarking](#), [video](#) and [photo sharing](#) websites. Furthermore, by following [social trends](#) and utilizing alternative social networks, websites can retain existing followers while also attracting new ones.<sup>[3]</sup> This allows businesses to build an online following and presence, all linking back to the company's website for increased traffic.<sup>[4]</sup> For example, with an effective [social bookmarking](#) campaign, not only can website traffic be increased, but a site's rankings can also be



#### Legal Information

- [Copyright Permissions](#)
- [DMCA Process Page](#)
- [Export Compliance](#)
- [Privacy Policy](#)
- [Social Media Guidelines](#)
- [Social Media Practitioner Guidelines](#)
- [Terms of Use](#)
- [Trademarks](#)

## Intel Social Media Guidelines

These are the official guidelines for social media at Intel. If you're an Intel employee or contractor creating or contributing to blogs, wikis, social networks, virtual worlds, or any other kind of social media both on and off intel.com—these guidelines are for you. We expect all who participate in social media on behalf of Intel to be trained, to understand and to follow these guidelines. Failure to do so could put your future participation at risk. These guidelines will continually evolve as new technologies and social networking tools emerge—so check back once in awhile to make sure you're up to date.

### When You Engage

Emerging platforms for online collaboration are fundamentally changing the way we work, offering new ways to engage with customers, colleagues, and the world at large. It's a new model for interaction and we believe social computing can help you to build stronger, more successful business relationships. And it's a way for you to take part in global conversations related to the work we are doing at Intel and the things we care about.

If you participate in social media, please follow these guiding principles:

- › Stick to your area of expertise and provide unique, individual perspectives on what's going on at Intel and in the world.
- › Post meaningful, respectful comments—in other words, no spam and no remarks that are off-topic or offensive.
- › Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
- › Respect proprietary information and content, and confidentiality.
- › When disagreeing with others' opinions, keep it appropriate and polite.
- › Know and follow the [Intel Code of Conduct](#) and the [Intel Privacy Policy](#)

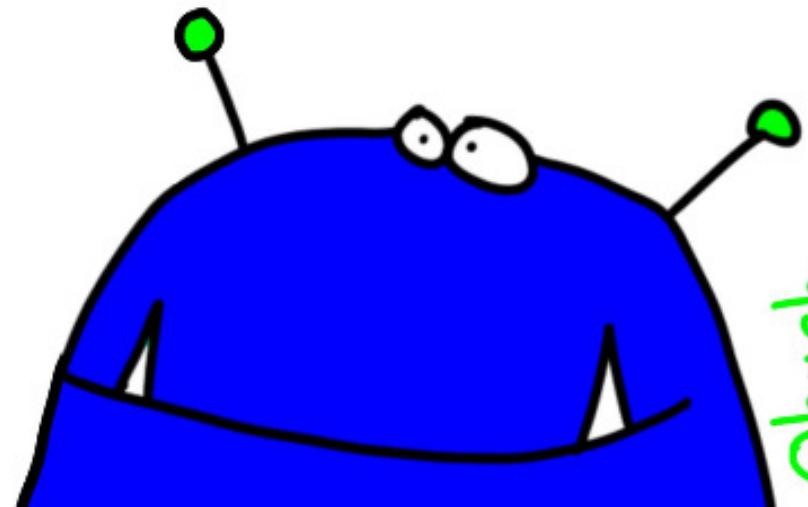
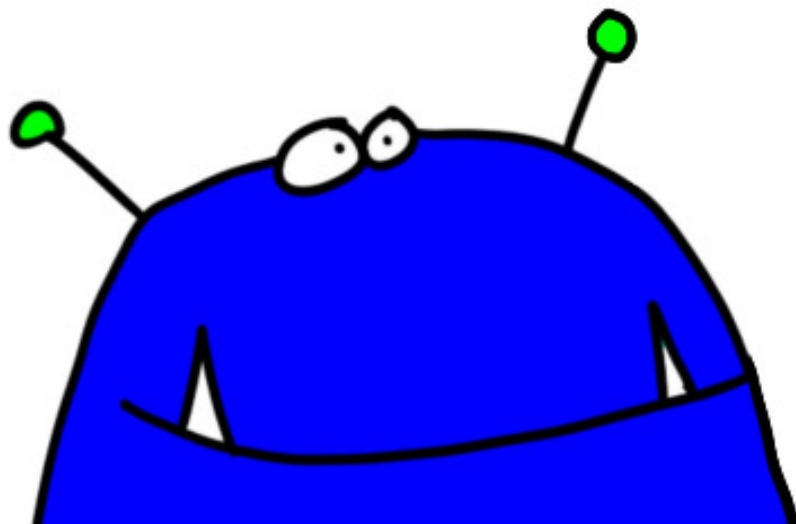
#### Information on this Page

- › [When You Engage](#)
- › [Rules of Engagement](#)
- › [Contractors & Endorsements](#)
- › [Moderation Guidelines](#)

***One of "3 great social media guidelines to steal from."***

***- Mashable***

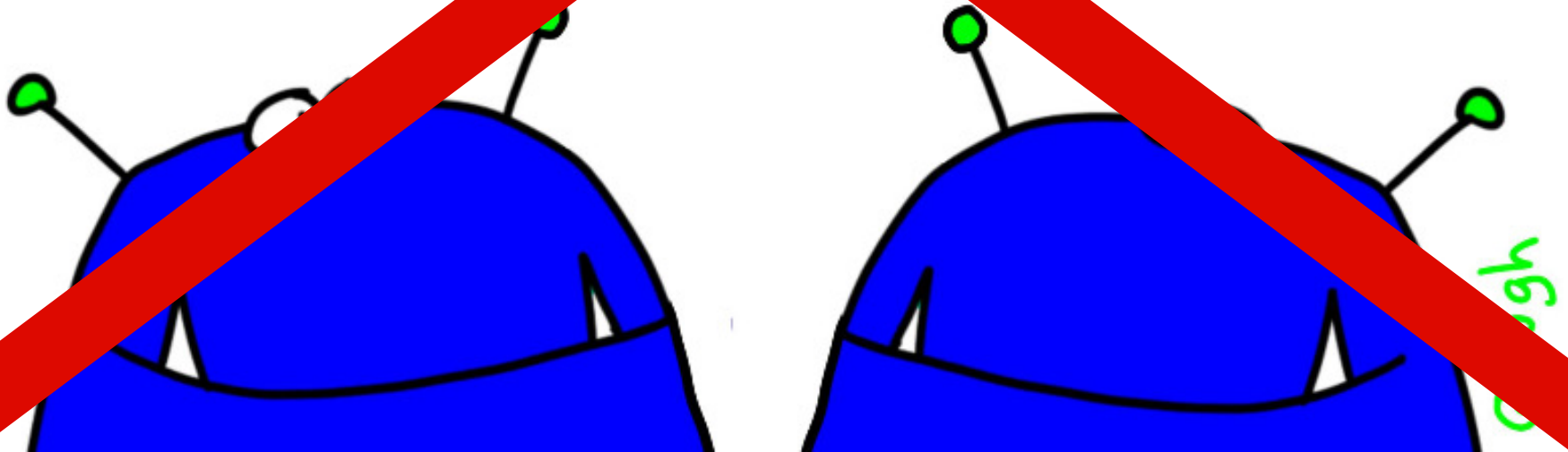
YOU'RE A SOCIAL  
MEDIA SPECIALIST?  
WOW, I'M A SOCIAL  
MEDIA SPECIALIST TOO!



©hugh



YOU'RE A SOCIAL  
MEDIA SPECIALIST?  
WOW, I'M A SOCIAL  
MEDIA SPECIALIST TOO!



***The Problem:***

**We are living  
through the modern  
believability crisis.**

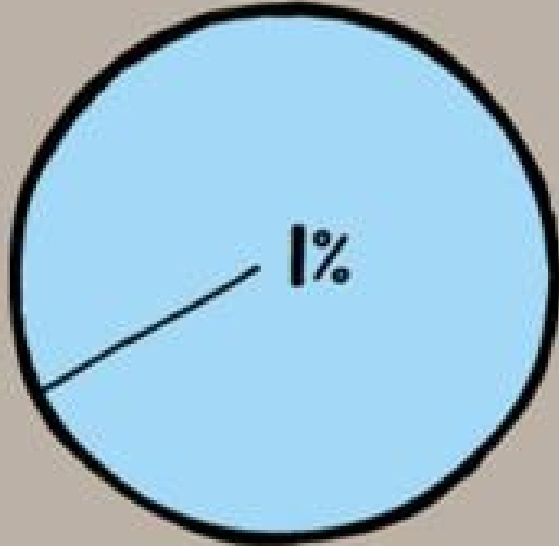
DEAR  
CAPITALISM  
IT'S NOT YOU  
IT'S US.  
JUST KIDDING  
IT'S YOU.



# PERCENTAGE *of* MILLIONAIRES



CONGRESS



AMERICA

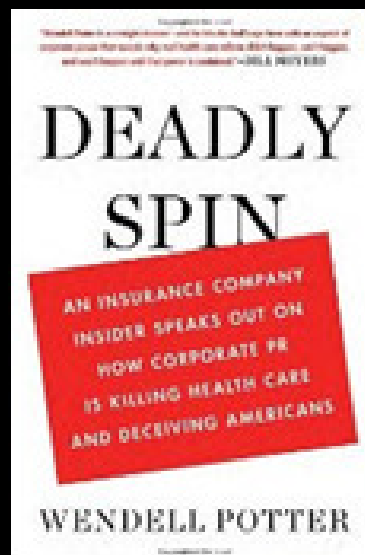
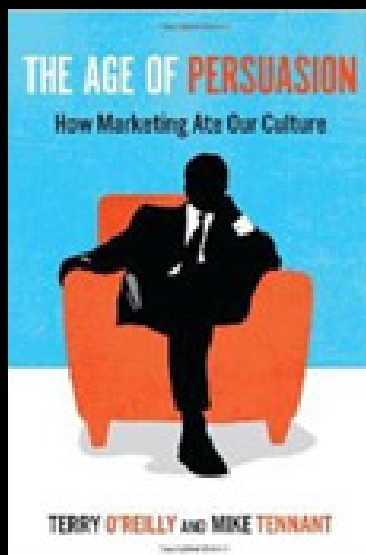
# MIND CONTROL M=ARKETING



Scientific Selling Triggers So  
Persuasive That Your Competitors Will  
Think You're

'Cheating'

By: *IHonestlyThink.com*



**TOXIC SLUDGE IS  
GOOD FOR YOU!**

**LIES, DAMN LIES  
AND THE PUBLIC  
RELATIONS INDUSTRY**

**JOHN STAUBER  
AND  
SHELDON RAMPTON**

**INTRODUCTION BY  
MARK DOWIE**

**"Terrific! Don't miss it."** —Molly Ivins

*According to repeated nationwide surveys,*

# More Doctors Smoke **CAMELS** than any other cigarette!

Doctors in every  
branch of medicine  
were asked, "What  
cigarette do you smoke?"  
The brand named most  
was Camel!

You'll enjoy Camels for the same reasons  
so many doctors enjoy them. Camels have  
rich, mild nicotine, pack after pack, and  
a flavor unmatched by any other cigarette.  
Make this month's test smoke only  
Camels for 30 days and see how well Camels  
please your taste. Just what they will  
find them as your steady smoke. You'll  
see how enjoyable a cigarette can be!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!



WANDA WALKER, M.D., says: "I prefer  
Camels. They aren't just an  
average cigarette."



DR. WALTER WALKER, M.D., says: "I prefer  
Camels. They aren't just an  
average cigarette."



DR. WALTER WALKER, M.D., says: "I prefer  
Camels. They aren't just an  
average cigarette."



*For 30 days, test Camels in your "T-Zone" (T for Throat, T for Taste).*



**THIS IS NOT AN AD.**



It's a reminder... that someone close to you wants a PSP for Xmas.

all rights reserved © 2005 Sony Computer Entertainment Inc.





## 2011 decline mirrors 2008-2009 drop

Business Government Media NGOs

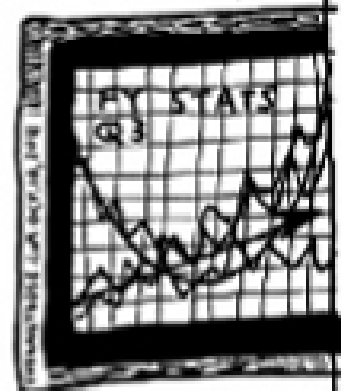
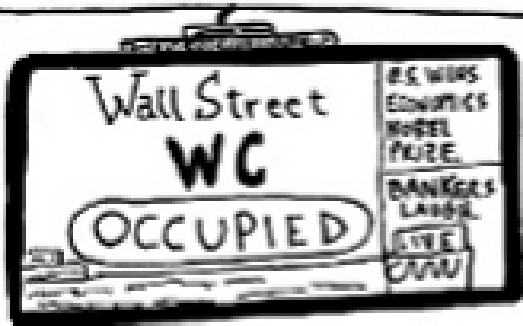


**So, can social media  
really solve the  
problem?**

BRAND CAMP

by Tom Fishburne





# “NUMBERS

AREN'T EVERYTHING. IF WE WANT THIS PARTICLE BOARD COMPANY TO SUCCEED, WE NEED A STRONG EMOTIONAL APPEAL.”

*W. V. Miller*

Let's start marketing our company on Pinterest before Pinterest is ruined by marketing.



somee cards

**Sometimes consumers  
really don't want a  
"conversation" ...**



**@CarnivalCruise**

Carnival Cruise Line ✓

**@GanjahGoddess** WooHoo! We'll see you soon!

2 hours ago via Twitter for iPhone ☆ Favorite ↻ Retweet ↩ Reply



**@Cirque**

Cirque du Soleil 

Would you like to win a backstage tour of  
**#Zarkana**? Find out more here:  
[cirk.me/nJ6VOk](http://cirk.me/nJ6VOk)

1 hour ago via [CoTweet](#)  [Favorite](#)  [Retweet](#)  [Reply](#)



**Conversation**

**Static  
Archive**

**Real-time  
Ongoing**

**Education**

**Or empty promises of  
“storytelling” ...**

## NetTeller Login

ID

Password

- [Test Your Browser](#)

# NetTeller Enroll Now!

## Fraud Prevention Tips

### Visit Our Mobile Friendly Page!

- \* *NetTeller Logon*
- \* *Contact Information*
- \* *Location and Hours*
- \* *Simplified Interface*



## Our Story

### The Story of First State Bank

First State Bank of Purdy was chartered in June, 1944, as a successor of the First National Bank of Purdy. The original directors were Raymond Brite, Bert Catron, A. M. Gurley, Jr., John Miller and John Moore.

In 1974, Glen Garrett and Jack Fox purchased the bank, which had assets totaling \$2,000,000.00 at that time. The bank grew tremendously, and, to accommodate our customers, a new facility was built in 1977, with the move from the old storefront building completed on December 26, 1977.

Citizens National Bank of Monett/Pierce City was merged into First State Bank of Purdy on December 22, 1987, giving us three facilities in three separate towns to serve our customers. In January, 1988, Glen Garrett was elected Chairman of the Board and CEO of the merged entity, with Ann Hall elected President.

In June of 1991, a new 9300 square foot facility with a state-of-the-art computer room was built in Monett. June, 1995 saw a new 4200 square foot facility opened in Cassville, MO, and May, 1998 heralded the opening of our first retail banking establishment, when we became the bank in the Wal-Mart Supercenter in Monett.

Currently, the total assets of the bank exceed \$100,000,000.00. First State Bank has more than 50 employees at five locations. The directors are Glen Garrett, Sharon Garrett, Larry Moennig, Bill Shiveley, Danny Vaughn, Kevin Jackson, and Jeff Scott.

BlackBerry Connection

**BlackBerry Customer Success**

- ▶ [By Customer](#)
- ▶ [By Industry](#)

Home ▶ Newsroom ▶

## BlackBerry Customer Success

Thousands of companies and government organizations worldwide have increased their success with BlackBerry® solutions—read the case studies and testimonials to learn how these customers succeed with BlackBerry solutions. Discover how BlackBerry solutions can help you find inspiration for your wireless deployment, reach your business goals, improve return on investments, enhance productivity and more.

### BlackBerry Customer Success By Industry

Following industries have deployed BlackBerry solutions on.

FEATURED CASE STUDIES

- ▶ [Bridgepoint Health](#)
- ▶ [Carmedic](#)
- ▶ [Dobbin Sales Ltd.](#)
- ▶ [Expertech](#)
- ▶ [GM - Global Battery Systems Lab](#)
- ▶ [Intelligarde](#)
- ▶ [PwC Canada](#)
- ▶ [Sun Life Financial Inc.](#)
- ▶ [Triangle Fluid Controls Ltd.](#)

NEW VIDEO CASE STUDIES

- ▶ [Baltimore Police Department](#)
- ▶ [Gus® Design Group](#)
- ▶ [Herle's Country Farm Market](#)
- ▶ [Waterloo Regional Police Service](#)
- ▶ [Wilfrid Laurier University \(WLU\)](#)

RELATED LINKS

- ▶ [Case Studies A-Z](#)
- ▶ [Share your success story](#)
- ▶ [BlackBerry® Business Solutions](#)

North America | Worldwide | Partners | Developers | Why BlackBerry

SMARTPHONES | APPS & SOFTWARE | COMMUNITY | SUPPORT & SERVICES | SOLUTIONS | WHERE TO BUY

Home > Newsroom

### Your BlackBerry Success Story

Are you using the BlackBerry® solution? We want to hear from you!

Simply fill out the form below to tell us your story.

\* indicates a required field

\* First Name:

\* Last Name:

\* Email:

Phone Number:

\* Job Title:

\* Company Name:

Address 1:

Address 2:

City:

\* Country:

State/Province:

Zip/Postal Code:

How many BlackBerry smartphones have been deployed throughout your company?

Does your company use BlackBerry® Enterprise Solution or BlackBerry® Internet Solution?



ences  
and  
uction

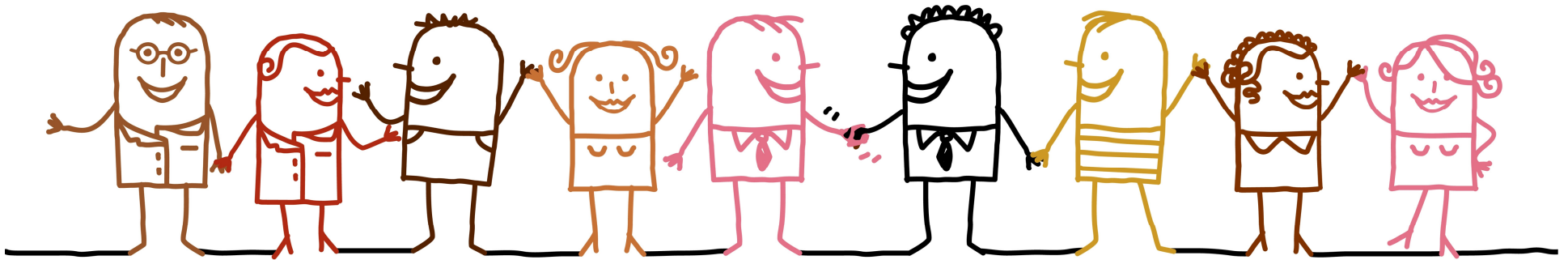
### er Success - International

uguese)

**Success in the future will  
require every retailer to  
do something more ...**



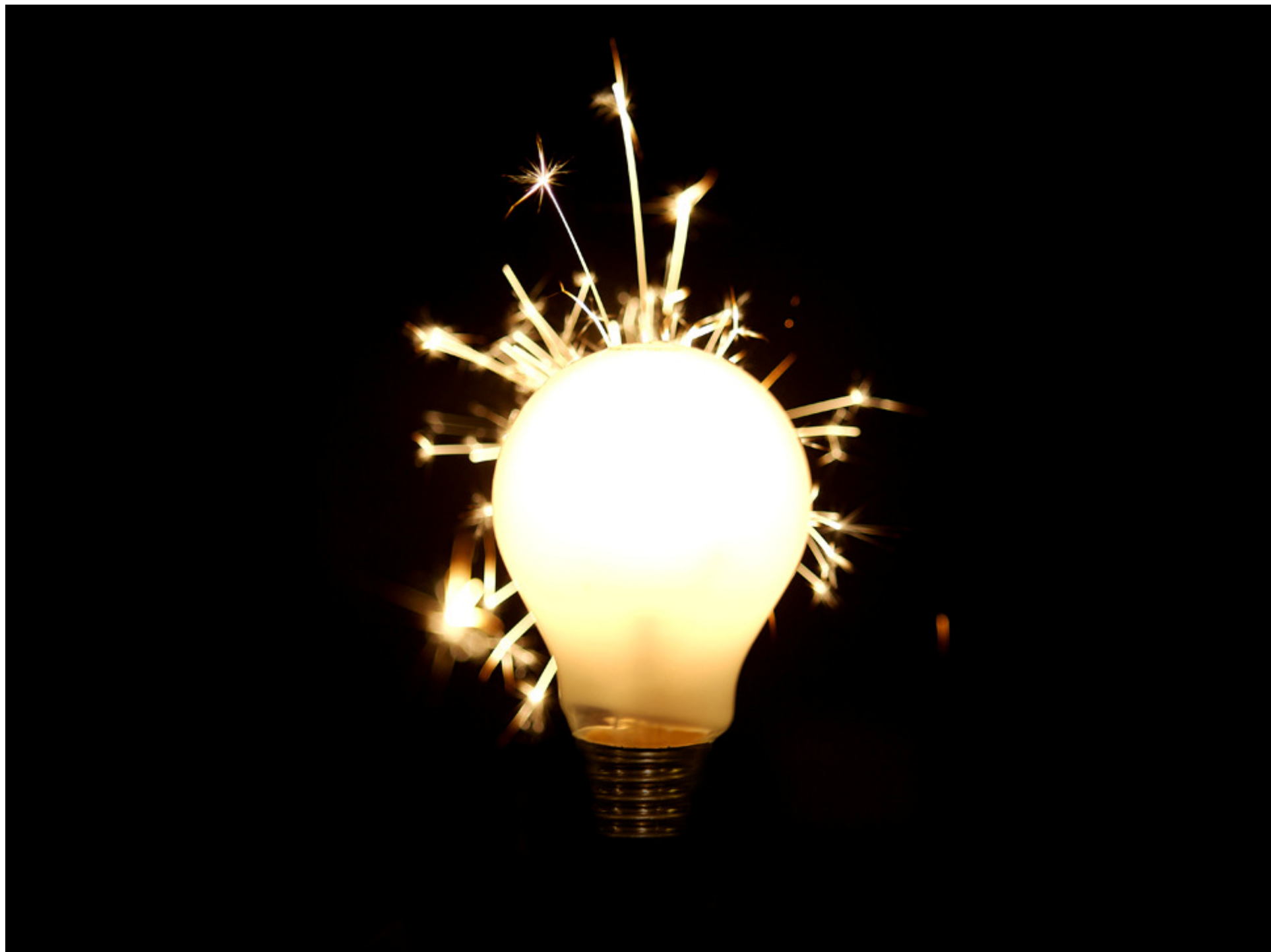
**In a world where we don't trust the institutions around us, the only real metric for trust is human connections.**



**So let's talk about what  
is really changing ...**







***Trend #1:***

**Pervasive Shopping**

GET INSPIRED

EXPLORE COLOUR

FIND PRODUCTS

LEARN HOW

STORE LOCATOR



## Capture your colour inspiration wherever you go with the latest version of our **ben® Colour Capture™ iPhone app!**

With a tap of a key, snap a picture and instantly match it to one of the over 3000 Benjamin Moore® colours. Coordinate colours, locate a Benjamin Moore® retailer, search colours, and much more!



Tagging

Touch to Shazam



Tagging



My Tags



Discover



Settings

Tag Now



Listening...



Tag (1/23)



Hey Hey (Df's Attention Vocal Mix)  
Dennis Ferrer



Lyrics



Tour Info



YouTube Videos



***Trend #2:***  
**Retail Curation**





## HOW IT WORKS

Quarterly Co.™ is a subscription service that enables people to receive physical items in the mail from influential contributors of their choice. **Let's get started!**



### Subscribe

Subscribe to your favorite cultural icons.



### Receive

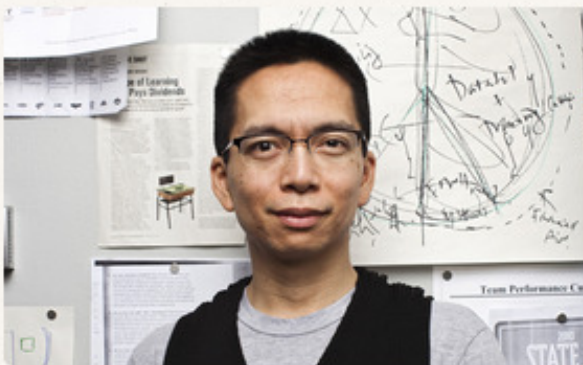
Every 3 months they'll send you a curated gift.



### Enjoy

Each shipment tells a story. Treasure and enjoy!

[SEE CONTRIBUTORS](#)



**John Maeda**

President, RISD



**Gretchen Rubin**

The Happiness Project



**Scott Belsky**

Behance



Log Out

amble  
LOUIS VUITTON

Start  
Amble

LOUISE ROE  
LOS ANGELES

City Guides



MADRID

Experience one of the world's  
most vibrant cities



my





# Sarah Jessica Parker NEW YORK

*Family owned and run great undiscovered italian restaurant. Wonderful recipes and homemade pastas. Great cocktails, italian waiters who are informed and very friendly. And if you are lucky, "mama" will be there rolling out homemade raviolis filled with savory treats.*

GRADISCA  
NEW YORK, United States



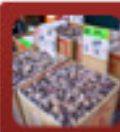
8 SPOTS



EXCURSION  
JEFFERSON  
LIBRARY



RESTAURANT  
GRADISCA



EXCURSION  
CHINATOWN



SHOPPING  
HOUSING WORKS  
THRIFT SHOP



EXCURSION  
CHINATOWN

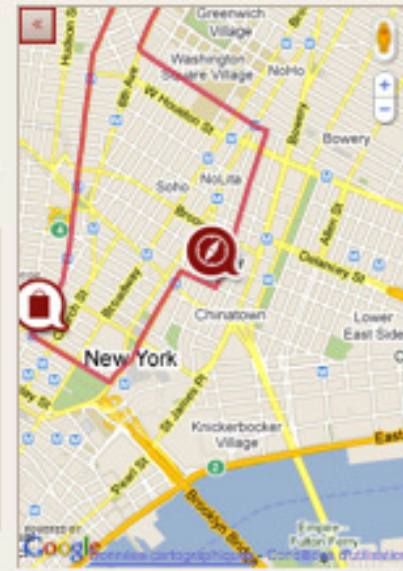
The Greenwich Hotel.  
377 Greenwich Street New York NY 10013

COMMENT

MEDIAS



REPORT ABUSE

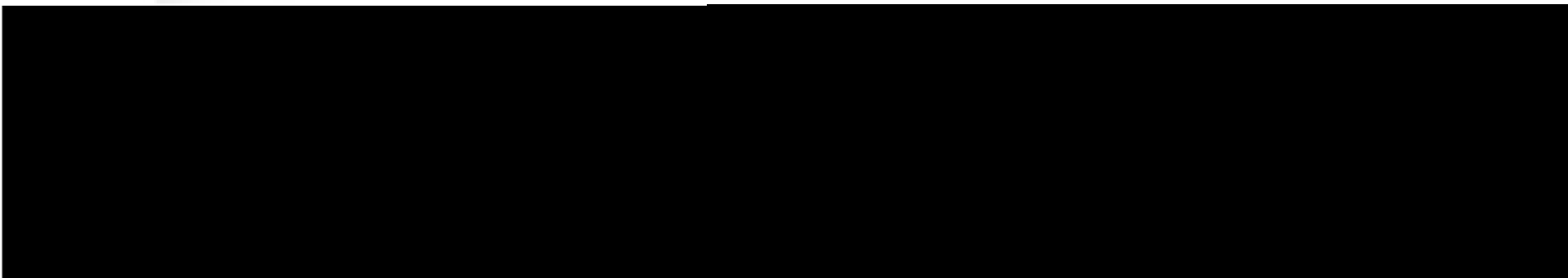
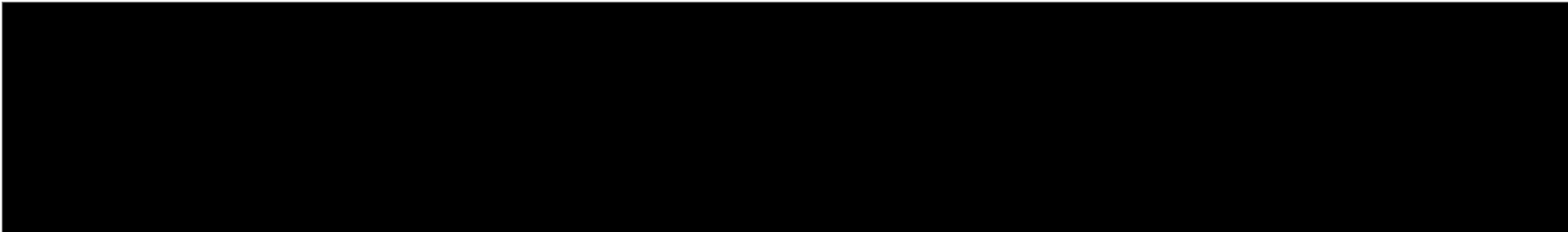


REPORT ABUSE

***Louis Vuitton Video***

***Trend #3:***  
**Story Trumps  
Product**







# JACQUELINE ONASSIS KENNEDY

*& her pearls.*

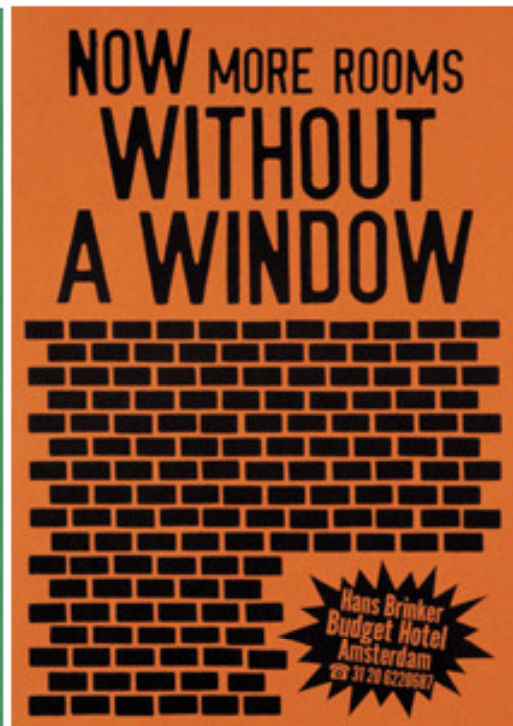
KENNETH  
JAY LANE

Jackie O. Pearls

\$150

GET HER  
LOOK!





Welcome to the Hans Brinker Budget Hotel, Amsterdam.

The Hans Brinker Budget Hotel has been proudly disappointing travellers for forty years. Boasting levels of comfort comparable to a minimum-security prison, the Hans Brinker also offers some plumbing and an intermittently open canteen serving a wide range of dishes based on runny eggs.





# *The Hans Brinker*

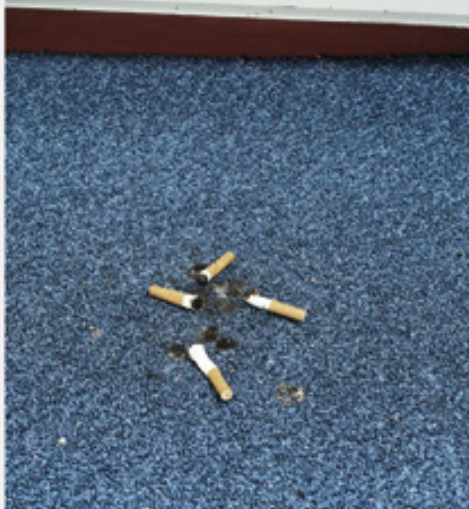
...not one  
of the best of  
the best hotels  
in the world".  
— NOT FROM CONNOISSEURS  
BOOK OF THE BEST



## **Where to stay in Amsterdam.**

1. Hotel L'Europe.
2. Hotel Krasnapolsky.
3. Intercontinental Hotel, Amsterdam.
4. Amstel Hotel.
5. Hire an apartment.
6. Hire a houseboat.
7. B&B.
8. A friend's couch.
9. A campsite.
10. Waiting room, Central Station.
11. A sleeping bag by the side of the motorway.
12. Back of burned-out car.
13. Under a bail of hay.
14. In an abandoned mine shaft.
15. **The Hans Brinker Budget Hotel, Amsterdam.**
16. An unmarked grave.

**HANS BRINKER BUDGET HOTEL.  
IT CAN'T GET ANY WORSE.**



**BUT WE'LL DO OUR BEST.**

AMSTERDAM +31 20 6220687



**HANS BRINKER BUDGET HOTEL.  
IT CAN'T GET ANY WORSE.**



**BUT WE'LL DO OUR BEST.**

AMSTERDAM +31 20 6220687



# I HATE STEVEN SINGER!

**BUY NOW!**

WATCH  
MEDIA +  
PHOTOS

FIND OUT  
ABOUT GETTING  
HITCHED

LEARN  
ABOUT  
JEWELRY

WIN  
RADIO  
PRIZES

Contact Us  
About Us  
My Account  
My Wish List  
Testimonials

<< BACK TO "STEVEN'S ADVICE"

## EPISODE ONE - FRIDAY NIGHT

SINGLE LIFE



Meet the boys at happy hour.  
Knock back some cold ones.

MARRIED LIFE



Meet the wife at home.  
Knock out some chores.

[previous](#)

[next](#)

**5:00 PM**

**SEND TO A  
FRIEND**

# I HATE STEVEN SINGER!

SHOP ONLINE

HOTTIES

Hotties

FIND OUT ABOUT GETTING HITCHED

LEARN ABOUT JEWELRY

WIN RADIO PRIZES

Contact Us  
About Us  
My Account  
My Wish List  
Testimonials

## Media Gallery

Select an Event:

⇒ Worlds Largest Bubble Bath 2011!

Raw Dog - SiriusXM

Wing Bowl 19

Howard Stern

Phillies!

Flight93 National Memorial Fund

June 27, 2010 VIP Event

World's Largest Bubble Bath 2010

Badges of Honor 5K

World's Largest Bubblebath 2009

World's Largest Bubblebath 2008

World's Largest Bubblebath 2007

Opie & Anthony

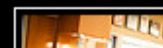
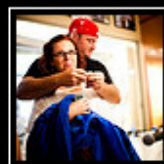
Movie's On Set at Steven Singer Jewelers

The Official Mistress Ring of Howard Stern's Tiger Mistress Beauty Pageant

Miss Howard TV

Wing Bowl 18

### Photos



### Videos / Audio

# I HATE STEVEN SINGER!

SHOP  
ONLINE

WATCH  
MEDIA +  
PHOTOS

FIND OUT  
ABOUT GETTING  
HITCHED

LEARN  
ABOUT  
JEWELRY

WIN  
RADIO  
PRIZES

Contact Us  
About Us  
My Account  
My Wish List  
Testimonials

<< BACK TO "STEVEN'S ADVICE"



So he just isn't getting the hint, huh. Guys just don't do subtle. Let me help you tag him and bag him!

FEATURED  
BRACELETS  
EARRINGS  
NECKLACES  
RINGS

## Item

## Description



### Art Deco Bracelet

Multi-colored sapphires and white diamonds are head turning! This equals three engagement rings girls, if he goes for it keep him anyway!

[BUY ONLINE](#)

[EMAIL THIS ITEM](#)



### X Earrings

It's time that you update those earrings of yours. And of course, he should buy them! Send a little hint.

[BUY ONLINE](#)

[EMAIL THIS ITEM](#)



### Lucky Key

Drop a little hint to your beau and snag this for Christmas!

[BUY ONLINE](#)

[EMAIL THIS ITEM](#)



### Beadset Diamond Ring

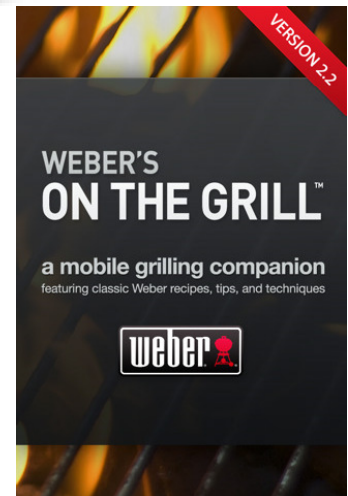
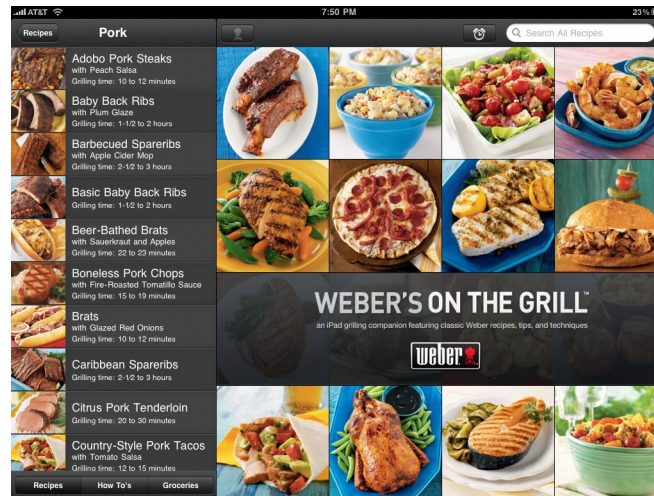
[BUY ONLINE](#)

[EMAIL THIS ITEM](#)

***Trend #4:***

**Being Useful Sells**









Federal Refund  
**\$0**

CA Refund  
**\$0**

## Your Income

Select **Start** next to the topic you want to visit. When you're finished entering all of your income, select **Done with Income**.

	2008 Amount	
 <b>W-2 Income</b> Wages and Salaries <a href="#">Learn More</a>		<a href="#">Revisit</a>
 <b>Interest and Dividends</b>		
Interest on 1099-INT <a href="#">Learn More</a>	(not visited)	<a href="#">Start</a>
Dividends on 1099-DIV <a href="#">Learn More</a>	(not visited)	<a href="#">Start</a>
1099-OID, Foreign Accounts <a href="#">Learn More</a>	(not visited)	<a href="#">Start</a>
Interest from Seller-Financed Loans <a href="#">Learn More</a>	(not visited)	<a href="#">Start</a>
Tax-Exempt Interest and Dividends <a href="#">Learn More</a>	(not visited)	<a href="#">Start</a>
 <b>Other Common Income</b>		
State and Local Refunds on 1099-G <a href="#">Learn More</a>	(not visited)	<a href="#">Start</a>
Unemployment, Other Income on 1099-G <a href="#">Learn More</a>	(not visited)	<a href="#">Start</a>
Income from Form 1099-MISC <a href="#">Learn More</a>	(not visited)	<a href="#">Start</a>
Sale of Home (gain or loss) <a href="#">Learn More</a>	(not visited)	<a href="#">Start</a>
 <b>Investment Income</b>		
Stocks, Mutual Funds, Bonds, Other <a href="#">Learn More</a>	(not visited)	<a href="#">Start</a>
Capital Loss Carryovers <a href="#">Learn More</a>	(not visited)	<a href="#">Start</a>
Undistributed Capital Gains <a href="#">Learn More</a>	(not visited)	<a href="#">Start</a>
Contracts and Straddles <a href="#">Learn More</a>	(not visited)	<a href="#">Start</a>

## Live Community









Search Q&A | Explain this | [Leaderboard](#)

Get answers from others in Live Community.  
Type your question here.

[Ask The Community](#)

### View Popular Answers


-  are we getting a stimulus check for 2009?
-  I received a Form 1099-INT that shows tax exempt interest...
-  New Standard Deduction Rates per IRS
-  If I rent out a room in my primary residence, how do I pr...
-  Can I file if I had no income but I had deductions/depend...
-  why can't i e-file my federal return now 12/25/08

[See More](#)

### Answer a Question

-  Confusion on History section of Roth IRA distribution
-  I GOT DIVORCED LAST YEAR. DO I...

 Upgrade for Additional Help

 Ask a Real Live Tax Pro

# Zildjian 22" A Ping Ride Cymbal (A0043-1010912R)

memphisdrumshop

+ Subscribe

6,615 videos ▾



Video player controls: Play/Pause, Volume, 1:21 / 3:57, Settings, Full Screen, and Close buttons.

Like



+ Add to ▾

Share



301 views



Uploaded by [memphisdrumshop](#) on 15 Feb 2012

Zildjian 22" A Ping Ride Cymbal available from myCymbal.com. Buy it now at [http://mycymbal.com/index.php?main\\_page=product\\_info&cPath=31\\_4&produ...](http://mycymbal.com/index.php?main_page=product_info&cPath=31_4&produ...)

15 likes, 0 dislikes

# MEMPHIS DRUM SHOP

we are the experts

# YouTube Channel



## Memphis Drum Shop

+ [Subscribe](#)

18,719 subscribers

27,139,255 video views

Feed

Videos

Search Channel



### Uploads (6,615)

Date added (newest - oldest) ▾

Uploaded Videos

Playlists



Zildjian 22" A Ping Ride Cymbal (...)  
301 views 16 hours ago



Zildjian 22" A Medium Ride Cymbal...  
187 views 16 hours ago



Zildjian 21" Armand Ride Cymbal (...)  
60 views 1 day ago



***Trend #5:***  
**Analytics**  
**Everywhere**

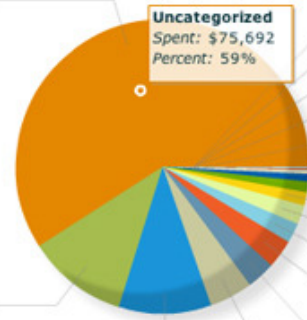


### Where You Spend

All Categories \$128,142

December 1, 2007 to June 30, 2009

\$75,692 on Uncategorized



- \$60 on Pets
- \$131 on Taxes
- \$169 on Fees & Charges
- \$675 on Gifts & Donations
- \$1,056 on Health & Fitness
- \$1,493 on Auto & Transport
- \$1,883 on Entertainment
- \$2,718 on Travel
- \$2,813 on Bills & Utilities
- \$4,030 on Personal Care
- \$4,037 on Food & Dining
- \$6,129 on Shopping
- \$13,068 on Business Services

**All Time** Last Month This Month Search All Transactions



Merchant	Spent	Visits
ATM Withdrawal	\$6,000	23
Safeway	\$1,280	21
ATM Fee	\$38	15
Subway	\$50	11
iTunes	\$46	11
The Chase	\$3,979	10
Whole Foods	\$435	9
Gyros House	\$71	9
Coupa Cafe	\$42	8
AT&T Wireless	\$1,156	7
Comcast	\$432	7

### SpendSpace

Compare your **Shopping** spending to people in **Choose a location** over the last six months



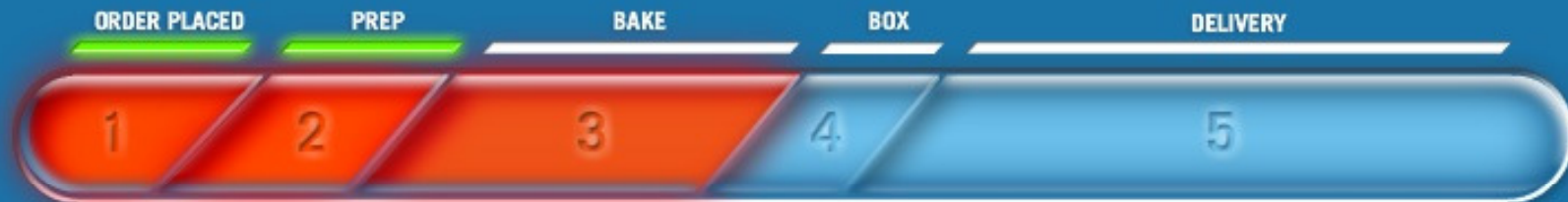
Merchant	You Spent
Nordstrom	\$2,475
PayPal	\$2,180
Mirabelle	\$140
Apple	\$58
Fry's Electronics	\$48
Willow Cove Gas	\$40



# YOU GOT CONFIRMATION

You got 30 minutes and you got pizza coming your way. The delivery experts at Domino's have specifically engineered the Pizza Tracker to keep you up to date on the status of your order from the moment it's prepared to the second it leaves our store for delivery. Now, you got tracking where no tracking has ever gone before.

## PIZZA TRACKER



**YOU GOT IT IN THE OVEN** - Chris put your order in the oven at 5:26 PM

PATENT PENDING

2.1.0

◀ **FACT-O-MATIC:** The entire order taking and pizza production process takes approximately 12-15 minutes. ▶

### HELP US GET BETTER

◀ 1 of 4 ▶

Our goal is exceptional delivery. How was your delivery experience?



### TELL US HOW WE DID

Please call the store at undefined if your comment is urgent or you need a response.





All your purchases in one place.



Sign Up Login



Share and discover books with friends!

Home

How It Works

Get Slice

FAQs

## The simplest way to organize everything you buy online.

Link your email inbox and it automatically works across your favorite merchants.

### Track your orders

Follow packages from multiple stores conveniently in one place.



### Save money

Receive alerts when the price of your purchases drop.



### Manage purchases

Organize and back up receipts. Contact merchants in case of any issues.



Free Sign Up >



### Slice for Mobile

Available for the iPhone and Android

Start-ups to Watch in 2012

Inc.

The 20 Best New iPhone and iPad Apps Of 2011

BUSINESS INSIDER

"...a brilliant companion to your online shopping."

lifehacker

***Trend #6:***

**Instant Visual  
eCommerce**

Jenny Motley

105 followers 172 following



Tulsa, OK

Jenny started following Heather Mills.

Jenny started following Kristabella.

Jenny likes Ha! by Lotus Carroll.

Jenny likes Love the tights with... by Melanie Nelson.

Jenny started following For the Home by Gina Rogers.

Jenny started following Carrie.

Jenny repinned

6a013488359276970c0148c849ece5970c (495x743) to i feel pretty.

Jenny repinned All my girls are

11 Boards | [238 Pins](#) | [104 Likes](#) | [@Mentions](#)

delish



ellaminnowpea



i feel pretty



foto



technojane



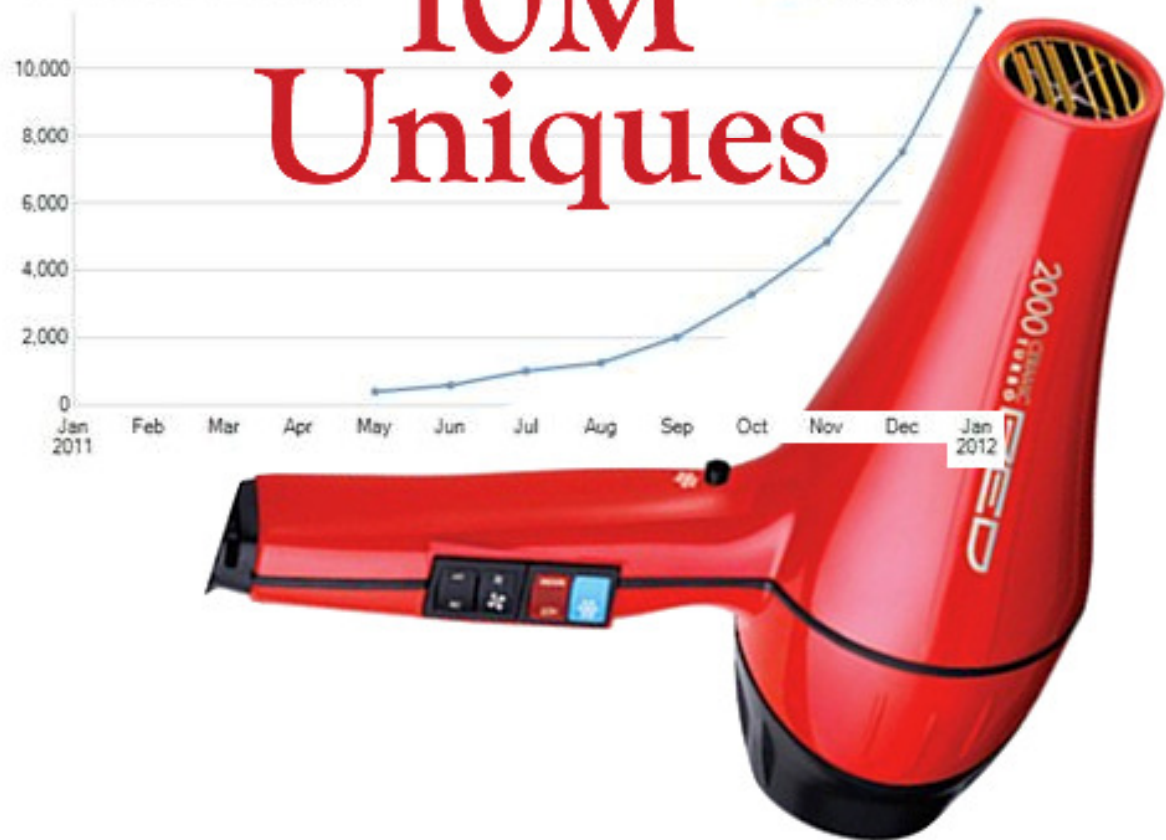
# Pinterest

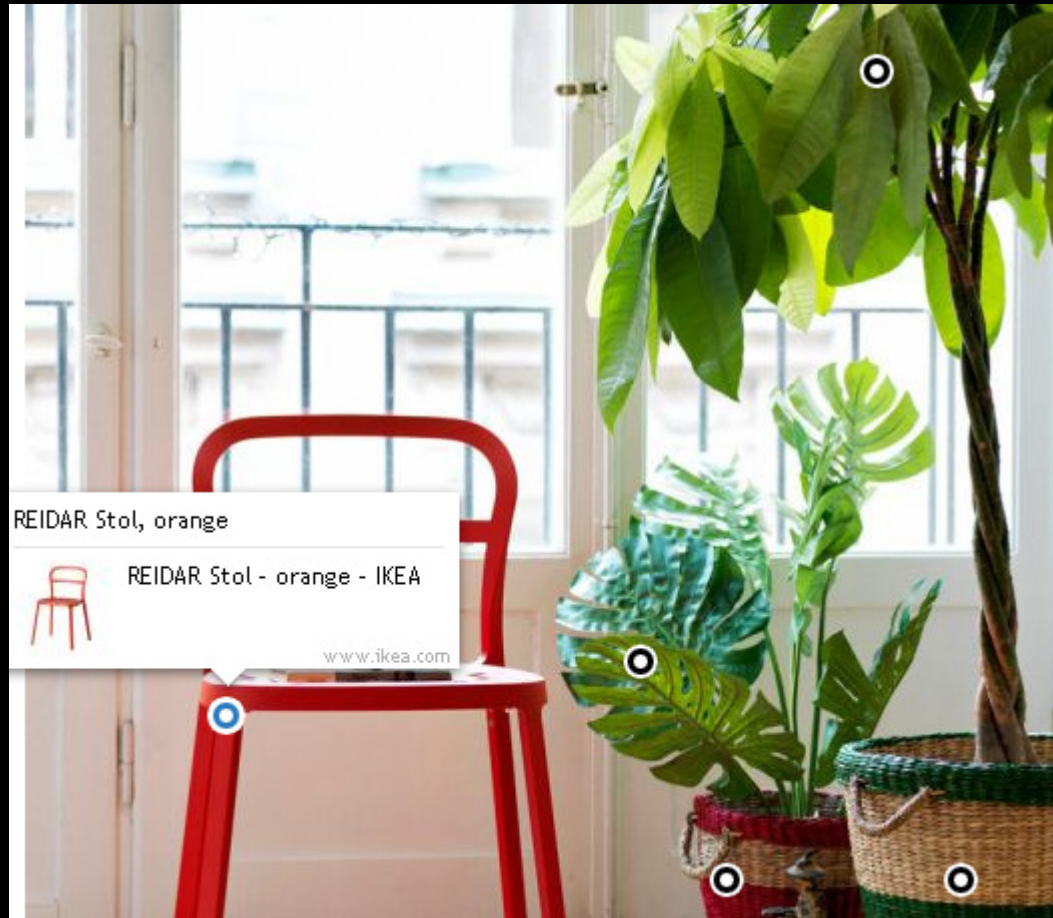
TOTAL UNIQUE VISITORS (000)

## 10M

comSCORE

## Uniques





# A new Stipple is just around the corner

Sign up for early access

Your email address

Request Invite



Stippled by [Kailee Steward](#)

Liked by [Nellie Sisti](#) and 3 others



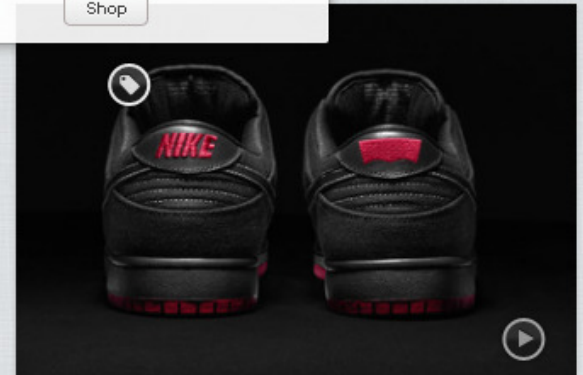
Stippled by [Sam Shapiro](#)

Liked by [Erin Frederick](#) and 1 other



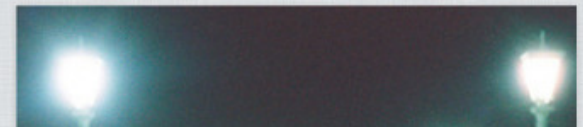
**SB Dunk Pro**  
\$98.00 - By Levi's and Nike

Shop



Stippled by [Sam Shapiro](#)

Liked by [Stipple](#)



***Trend #7:***  
**Eliminating Agony**



regular | multi-city

from

place or airport

to

place or airport

depart

date

return

optional



October 2010

Su	M	Tu	W	Th	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

November 2010

Su	M	Tu	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

1

person

Coach

on

add preferred airline

Search!



IAD → SAN, Jul 18

+ New Search

Sign Up Log In

Sort By Agony Price Duration Departure Arrival Airlines Non-stops

Filter By Time Show All

Agony is a combination of price, duration, and number of stops.

Buy	Price	Route	8am 5am	11am 8am	2pm 11am	5pm 2pm	8pm 5pm	11pm 8pm	2am 11pm	
Buy	\$328	IAD → SAN	United	SFO	United					19
Buy	\$401	IAD → CLD	United	LAX						5
Buy	\$341	IAD → CLD	United	United	LAX					
Buy	\$401	IAD → CLD				United	LAX			3
Buy	\$402	IAD → SAN	United	SFO	United					
Buy	\$431	IAD → SAN	Virgin	SFO	Virgin					
Buy	\$403	IAD → SAN	United	BOS	United	ORD	United			2
Buy	\$419	IAD → SAN				United	United	SFO	United	2
Buy	\$443	IAD → SAN	United	MCI	United	IAH	United			4
Buy	\$514	IAD → SAN			JetBlue	BOS	JetBlue			1
Buy	\$635	IAD → SAN					United	LAX		4
Buy	\$635	IAD → SAN	United	LAX						19
Buy	\$625	IAD → SAN	American	LAX	United					4
Buy	\$625	IAD → SAN					American	LAX		
Buy	\$642	IAD → SAN	United	LAX						



IAD → SAN, Jul 18

+ New Search

Sort By Agony Price Duration Departure Arrival Airlines Non-stops

Buy	Price	Route	Washington San Diego	8am 5am	11am 8am	2pm 11am	5pm 2pm	8pm 5pm	11pm 8pm
Buy	\$873	IAD → SAN		United					
Buy	\$873	IAD → SAN				United			
Buy	\$873	IAD → SAN					United		

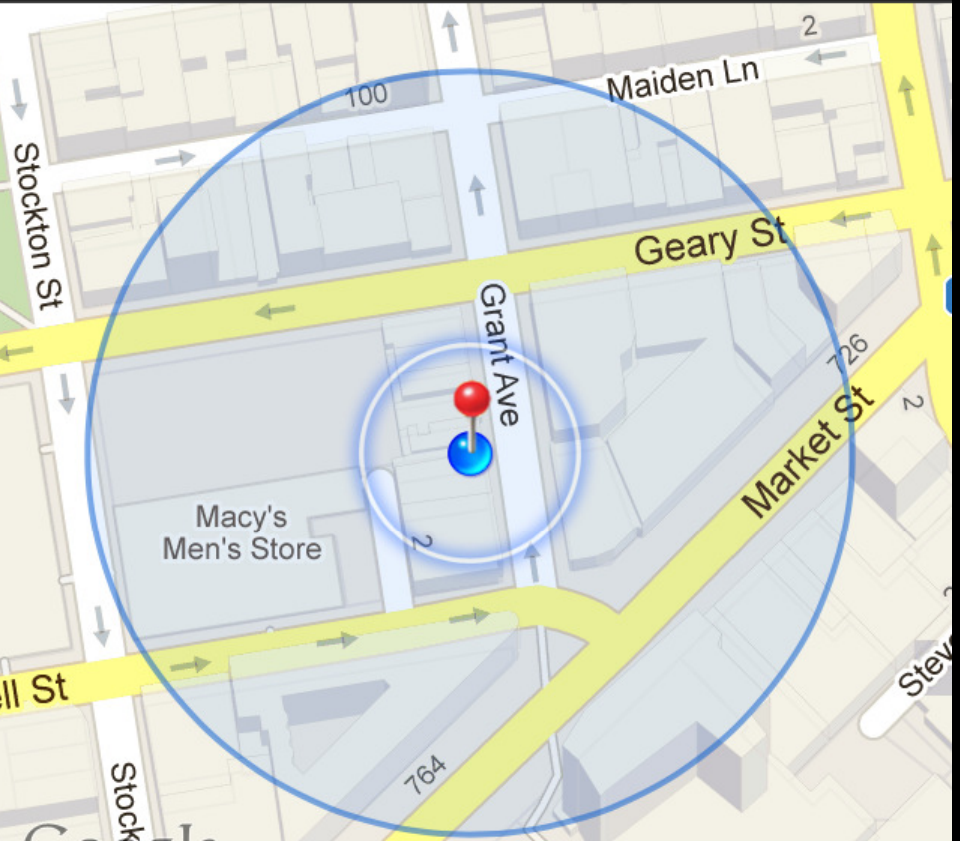
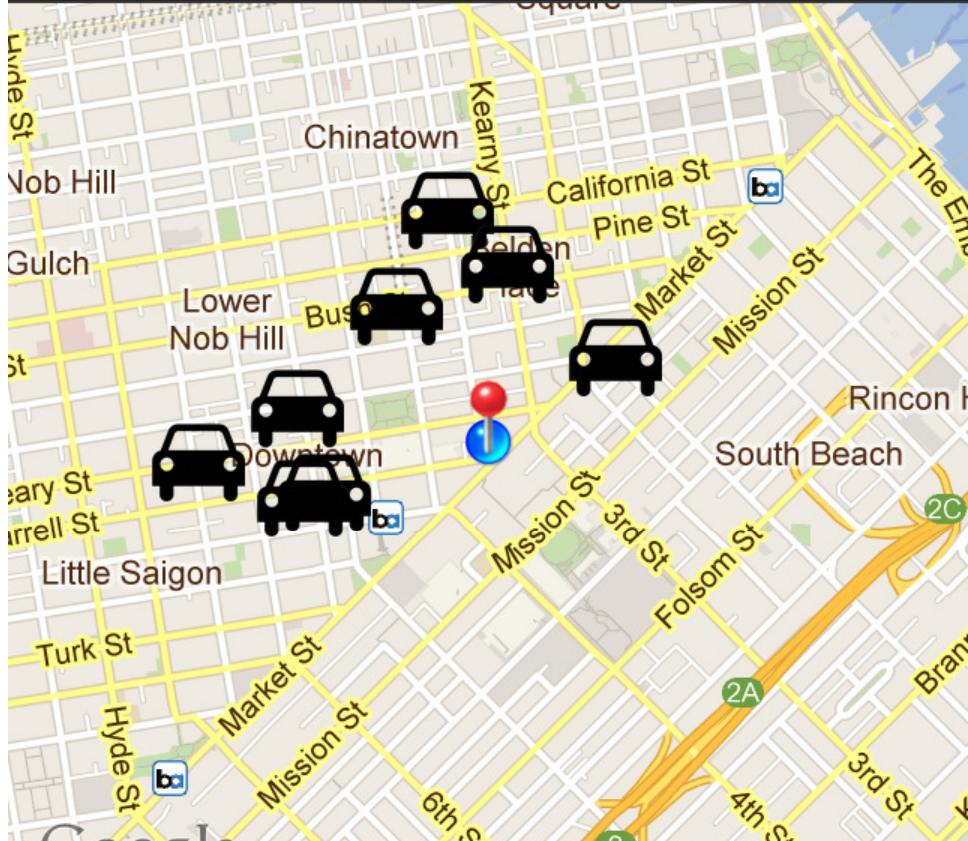




UBER



UBER



The closest driver is approximately 3 mins away

The closest driver is approximately 3 mins away

Map icon

Location icon

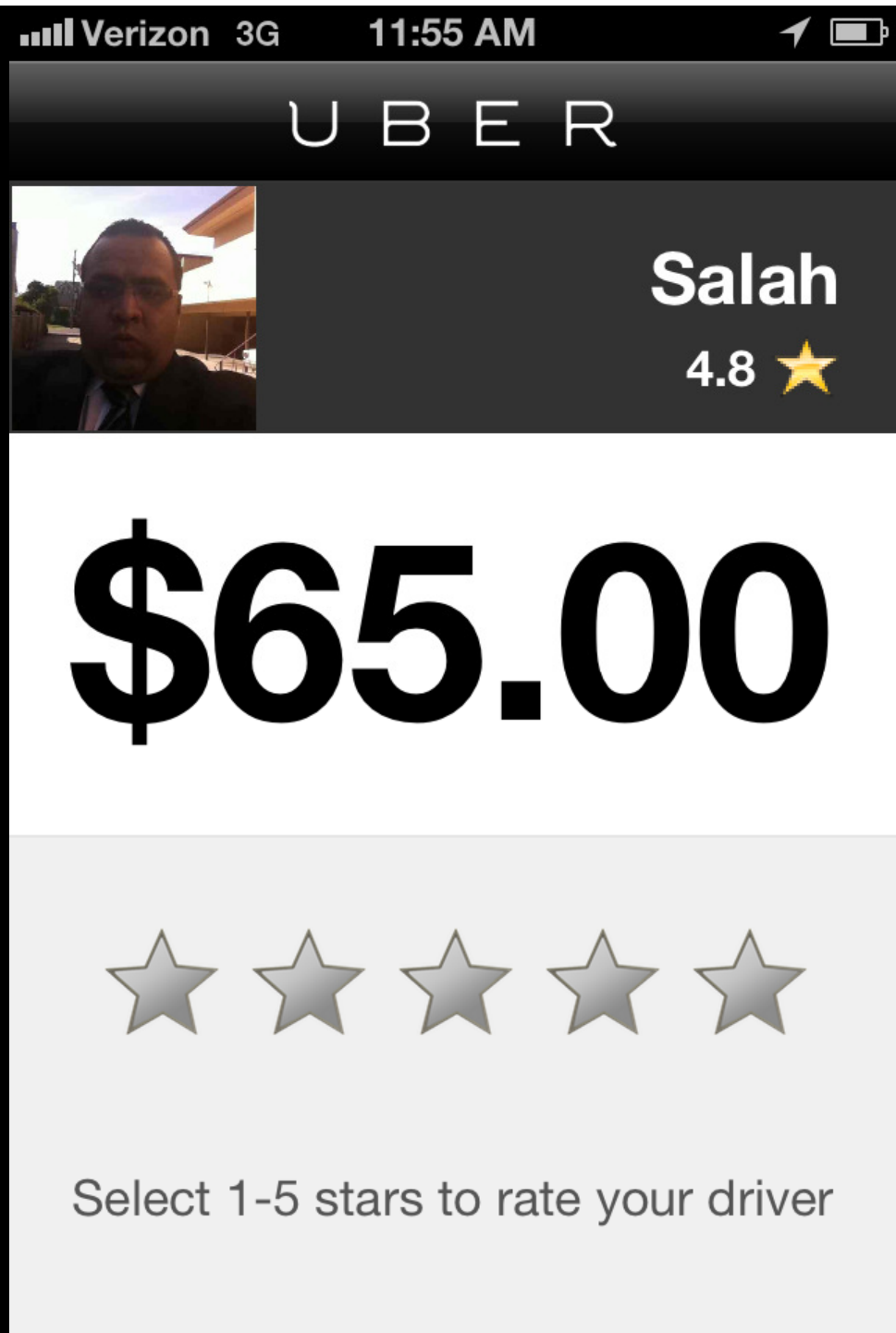
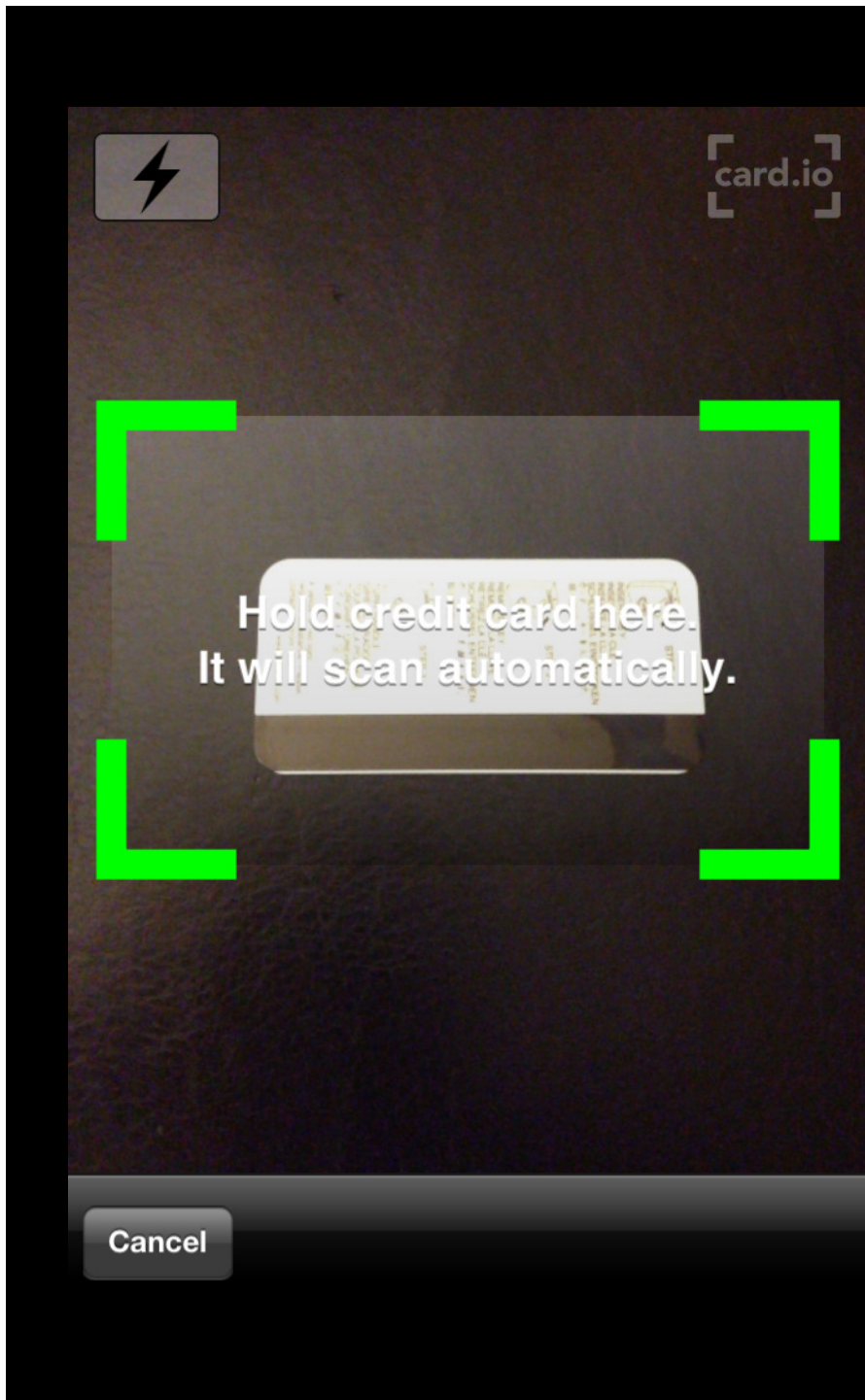
Map icon

**39 Grant Ave**

Location icon

**Set pickup location**

**Set pickup location**



## eCommerce Usability: Do you Really Need a Quantity Box on your Product Pages?

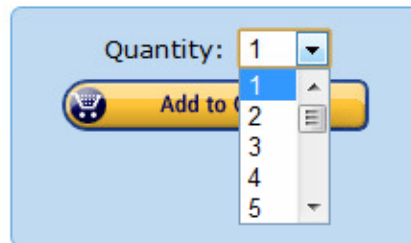
The other day I was browsing an e-commerce clothing store and the Quantity box suddenly seemed odd to me: "Who would buy MORE THAN ONE of this shoe - in the EXACT SAME STYLE AND SIZE??"

I wondered how many people EVER buy more than 1 IDENTICAL piece of clothing? (We're talking same SIZE, STYLE, COLOR, etc...). I asked my good friends over at Gongshow Gear (makers of [awesome hockey inspired clothing](#)) if I could have a peak at their Analytics data, and here are the results:

- On average, only 1 out of 50 people will buy more than 1 of the same item
- For [non-clothing items](#) that come in a single size & color multiple qty purchases increase (to between 12% and 40% — but still a minority of your customers)

### Do we need the Quantity field?

For products where 98% of customers buy a single item I would recommend removing the Quantity field. If someone really wants to buy 2 of something they can just add the product to



### Twitter Updates

RT @destraynor: If you're going to disable a button in an interface, always explain \*why\* it's disabled on hover. #ux #usability #protip  
2 days ago

[Follow @acarto](#)

## CODING

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# Form-Field Validation: The Errors-Only Approach

By [Christian Holst](#)

🕒 June 27th, 2012

📌 [Forms](#), [Interaction Design](#), [Usability](#)

🗨️ [41 Comments](#)

Error pages for form-field validation are dreadful. You've just filled out 20 form fields, yet you get the same bloated page thrown back in your face because a single field failed to validate.

I clearly recall the often loud **sighs of despair** during our last

### Join Twitter today.

✓ Name looks great.

✓ We will email you a confirmation.

✓ Password is okay.

✗ This username is already taken!

Suggestions: [christian\\_holst](#) · [christian\\_holst](#) · [christian\\_holst](#)

Keep me logged-in on this computer.

By clicking the button, you agree to the terms below:

These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and any

Printable versions:  
[Terms of Service](#) · [Privacy Policy](#)

Create my account



## Secure Checkout

Enter Addresses

Review & Pay

Order Summary



**Sorry, but an error has been made.**

Please check the following field(s):

**\*Email Address**

Your email address do not match

### Email Address

We require an email address, so that we can communicate with you about your order.

**Email Address:**

**Retype email Address:**

**Yes**, I would like to receive emails about special, money-saving offers from Staples.

Don't worry, the emails are really good and you can cancel at any time.

#### Billing & Delivery Address:

John Newman

2125 Chestnut st.  
San Francisco  
94123, California

(415) 315-9567

[Edit](#)

#### Account Info:

Username:

john.newman@baynard.com

Password reminder:

You ideal vacation spot?

Answer: bahamas

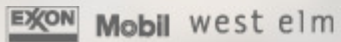
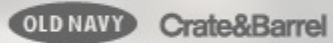
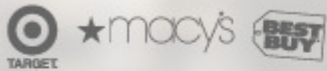
[Edit](#)

[Continue](#)

***Trend #8:***  
**Rewarding Activity**

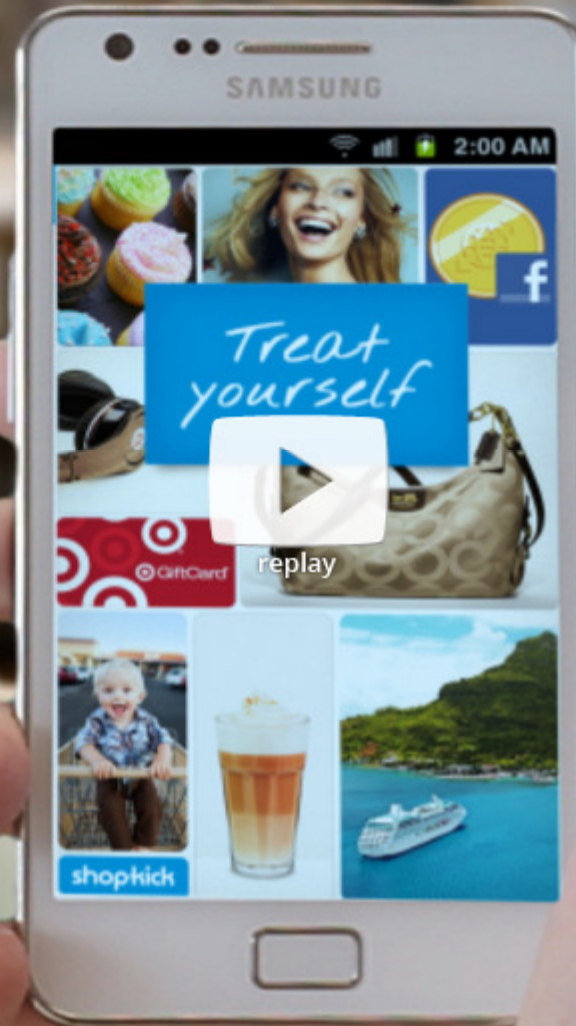
# shopkick™

now available at:



[learn more](#)

[free download >](#)




**MAYOR OFFER** 

**Welcome to Starbucks**  
3193 Main Street

As mayor of this store, enjoy \$1 off a NEW however-you-want-it Frappuccino blended beverage. Any size, any flavor. Offer valid until 6/28.

(Mon May 17 @ 7:56 AM)

 **CONGRATS! YOU'VE UNLOCKED THIS SPECIAL**

**Check-in Special** 

**Welcome to jcpenny**  
155 Dorset St

Just in time for the holidays!  
Check in to get \$10 off \$50+.  
Enter for a chance to win a \$10,000 shopping spree at jcpenny at [www.jcpsweeps.mobi/fs](http://www.jcpsweeps.mobi/fs).

**You'll unlock this special every time you check in.**



# 'LIKE' US ON FACEBOOK AND SAVE 25% WHEN YOU GO PRO



Click to Like Us and get  
a 25% Coupon now!



## Adidas ClimaCool Motion Polo

Color:

Size:

Price: \$75.00

[Add To Cart](#)

[Tell a Friend About This Product](#)

[Bookmark This Product](#)

[Tweet](#)

[Like](#) Be the first of your friends to like this.

**Like this product and receive a \$2.00 sharing discount.**  
Limit one sharing discount per order.



## Crowd Saver

Walmart

We're putting you in charge of lower prices.  
If enough people Like this deal, we'll make it happen.

[Become a fan of Walmart to take part. Click Like above to get started](#)



**This Week's Deal:**  
**Element 42" Plasma TV  
with Wall Mount**

See details at [Walmart.com](#)

Discount price: **\$398.00**  
That's 18% off!

Congratulations! There were enough Likes to make this deal happen.

**5,000** Likes

Come back later this week  
to purchase this deal.



Join Project Imagin8ion

[+ Subscribe](#)

10,543  
subscribers

3,642,467  
video views

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SHARE Like us on Facebook.

# PROJECT IMAGIN8ION



PROJECT IMAGIN8ION PRESENTS

## when you find me

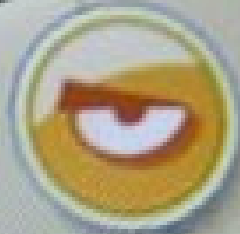
A Ron Howard production based on 8 photos from you.  
Directed by Bryce Dallas Howard.

[WATCH THE FILM](#)

THE NEXT PROJECT IS COMING SOON.  
Watch a special message from Ron.

[VIEW VIDEO](#)

welcome to  
**BARNES & NOBLE**



**FREE MIGHTY EAGLE  
AVAILABLE WHILE  
IN STORE**



***Trend #9:***  
**Unexpected Honesty**

# KOSHER FOOD

THE LOWER  
PRICE  
PROJECT

>> LOW EVERYDAY PRICE!

Not the best  
but still good

LAMB	
Whole Lamb Roast	6.99
Half Lamb Roast	5.99
Quarter Lamb Roast	5.99
Small Lamb Roast	7.99

TOUFAYAN  
Turkish Family Style Deli

6.99  
8.49  
4.99

6.99



---

**WE WEREN'T HAPPY WITH OUR PREVIOUS ONLINE USA STORE, SO WE CLOSED IT.  
WE'LL BE BACK WITH OUR BRAND NEW ONLINE USA STORE SOON.**

*Apologies For Any Inconvenience*

**TO EXPLORE THE COLLECTION OR FIND OUT MORE ABOUT OUR BRAND PLEASE VISIT  
[BENSHERMAN.COM](http://BENSHERMAN.COM)**



**BEN SHERMAN**

A Heritage of Modernism

---

Shop All Departments

Search

GO

Cart

[Your Lists](#)

Unlimited Instant Videos >

MP3s & Cloud Player >  
17 million songs, play anywhere

Amazon Cloud Drive >  
5 GB of free storage

Kindle >

Appstore for Android >  
Get SportCaster: Pro free today

Digital Games & Software >

Audible Audiobooks >

Books >

Movies, Music & Games >

Electronics & Computers >

Home, Garden & Tools >

Grocery, Health & Beauty >

Toys, Kids & Baby >

Clothing, Shoes & Jewelry >

Sports & Outdoors >

Automotive & Industrial >

Microsoft Touch Mouse  
Windows 7 has met its mouse  
[Learn more](#)



amazon.com

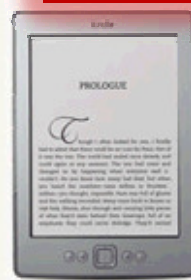
Dear Customer,

The  
han  
wo  
app  
car  
  
We  
all-  
- k  
\$1a  
bea  
mu  
bro

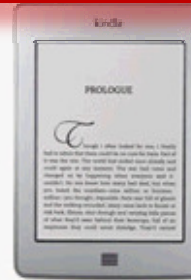
Dear Customer,

amazon.com

There are two types of companies: those that work hard to charge customers more, and those that work hard to charge customers less. Both approaches can work. We are firmly in the second camp.



kindle \$79



kindle touch \$99  
kindle touch 3G \$149



kindle fire \$199

Treat Yourself



[LOOK INSIDE!](#) [The Art of Immersion: How the...](#)  
Before the Internet, people were accustomed to storytelling, that basic human impulse to try...

[Read more](#)

~~\$26.95~~ \$16.20



## About Us

[An Ink-troduction](#)[The CustomInk Difference](#)[Our Story](#)[Passion for Printing](#)[Meet Inky](#)[Company Info](#)[Board of Directors](#)[Careers](#)[All Job Openings](#)[Team Member Reviews](#)[Awards & Media](#)[Affiliates](#)

## Related Links

[Customer Reviews](#)[Ink of the Week](#)[CustomInk Blog](#)

## Our Story: A Company with Heart

Marc spent long hours on his green couch (a hand-me-down from his big brother) talking to Dave by phone and planning the business. The more they worked at it, the more convinced they became that getting custom t-shirts the traditional way was a pain-in-the-neck and that they could make it fun, easy, and reliable with a "design online" website. They officially founded CustomInk in March of 2000 and had soon assembled the rest of the early team. As the Inker team took shape, the one common denominator was heart: CustomInk attracted the kind of people who really care – the ones who get a bad feeling in the pit of their stomach if they think they're going to let someone down – and repelled those who didn't.

When we launched our first fully-functional site and began taking orders in late 2000, we lacked the sophisticated behind-the-scenes systems we have today. Our team of 10 Inkers (including Marc and Dave) wrote order notes by hand on printed sheets of paper and manually calculated due dates and shipping times. When a customer called the



With us from the beginning, it's practically a CustomInk mascot.





## An “Ink-troduction”

Our favorite conversation topics are actually you, your group or occasion, and the awesome shirts, caps, or other custom products we can make together. But since you're interested... check out this video to learn what CustomInk is all about.





# Coupons

Squarespace coupon codes and promotions. Save on the world's best publishing software.

## Searching for a discount? Sneaky you.

We realize that Squarespace coupon codes are floating around the web. Instead of having you browse untrusted websites looking for one, however, we've decided to offer the discounts ourselves. **You won't find a better deal on any third-party site.**

SAVE 10% on all subscriptions

GIMME10

Applies to all plans. Expires 02/01/2012.

***Trend #10:***

**Real Time Ethical  
Consumerism**

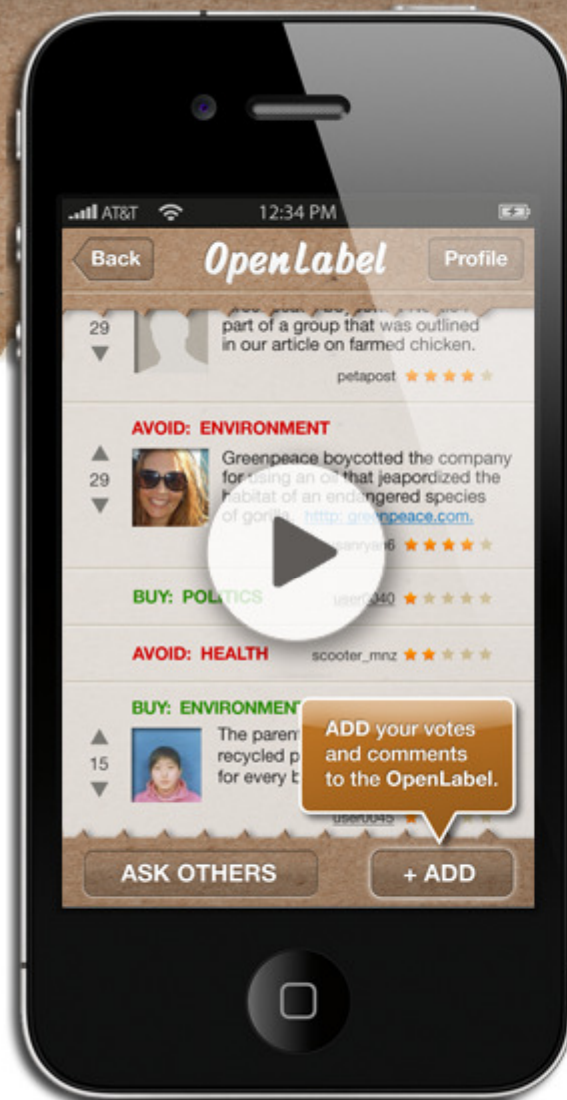
Tweet 74

Like 279



# OpenLabel

A PUBLIC LABEL  
ON EVERY PRODUCT



The super fast way for people and organizations to keep each other informed about products. Just scan any barcode, and exchange reasons to **BUY** or **AVOID** that product.

Want a sneak peek? Sign up now for our private beta:

Notify Me

# DON'T BUY THIS JACKET



On Black Friday, the day in the year when turn-of-mind to black and white to make real money. But Black Friday and the culture of consumerism it reflects, puts the economy of natural systems that support all life truly in the red. We're now using the resources of one-and-a-half planets on our one and only planet.

Because Patagonia wants to be a business that's good for the planet — and lives a world that's good for our kids — we want to do the opposite of every other business today. We ask you to buy less and to reflect before you spend a dime on this jacket or anything else.

Environmental bankruptcy, as with corporate bankruptcy, can happen very slowly, then all at a sudden. This is what we face unless we slow down, then reverse the damage. We're running short on fresh water, topsoil, fisheries, wetlands — all our planet's natural systems and resources that support business, and life, including our own.

The environmental cost of everything we make is astronomical. Consider the F-1 jacket shown, one of our best sellers. To make it required 138 liters of

## COMMON THREADS INITIATIVE

### REDUCE

WE make useful gear that lasts a long time  
YOU DON'T buy what you DON'T need

### REPAIR

WE help you repair your Patagonia gear  
YOU pledge to fix what's broken

### REUSE

WE help find a home for Patagonia gear  
you no longer need  
YOU sell or pass it on\*

### RECYCLE

WE will take back your Patagonia gear  
that is worn out  
YOU pledge to keep your stuff out of  
the landfill and incinerator



### REIMAGINE

TOGETHER we reimagine a world where we take  
only what nature can replace

water, enough to meet the daily needs of one glass a day of 28 people. Its journey from its origin as 100% recycled polyester to our Peru warehouse generated nearly 20 pounds of carbon dioxide, 21 times the weight of the finished product. This jacket is certified, on its way to Peru, two-thirds its weight is waste.

And this is a 100% recycled polyester jacket, not even woven to a high standard. It is exceptionally durable, so you won't have to replace it as often. And when it comes to the end of its useful life we'll take it back to recycle into a product of equal value. But, as a fan of all the things we can make and you can buy, the jacket comes with an environmental cost higher than its price.

There is much to be done and plenty for us all to do. DON'T buy what you DON'T need. Think twice before you buy anything. Go to [patagonia.com/CommonThreads](http://patagonia.com/CommonThreads) or scan the QR code below. Take the Common Threads Initiative pledge, and join us in the 100 "T's" to reimagine a world where we take only what nature can replace.

patagonia  
patagonia.com



\*If you do not wish to repair, please do not buy. Patagonia's Common Threads Initiative is a voluntary program to encourage responsible consumption.

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**Kishimjan**

Agriculture | Agriculture

Kyrgyzstan



Kishimjan is 59 years old, a widow, and the mother of three children. As the main income for her family, Kishimjan started working with field crop cultivation and livestock breeding 25



***Trend #11:***  
**Social**  
**Personalization**







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*Paris Black Oilskin cover (€40 in total)*

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### Pick your cover





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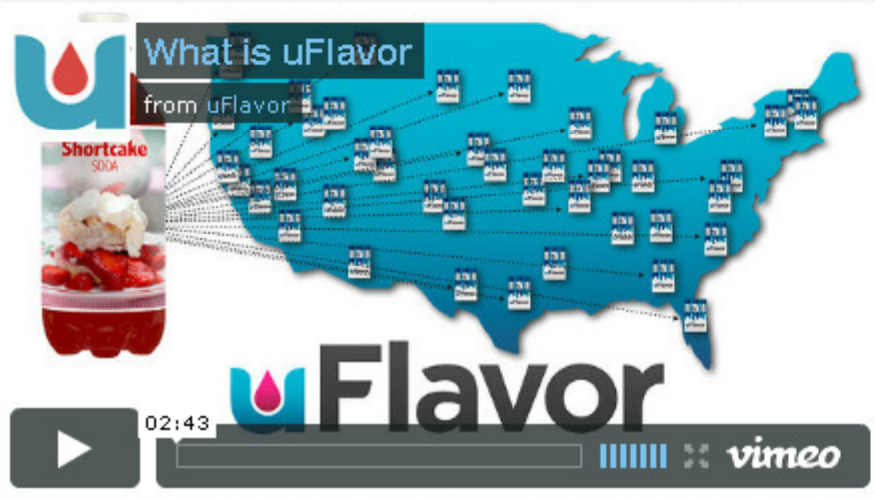
***Trend #12:***  
**Co-Created Retail**

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**SWING HIGH**  
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**LUCKY SHIRT**  
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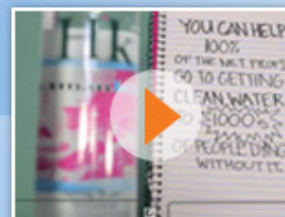
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***One final thought ...***





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